



Ministry of Trade & Industry
وزارة التجارة والصناعة

تحت رعاية وزارة التجارة والصناعة
Under the Patronage of Ministry of Trade & Industry



C A I R O

WOODSHOW

معرض الأخشاب
WOODSHOW

7-10 December 2023

Cairo International Convention Center
Cairo, Egypt

www.woodshowglobal.com/cairo

WELCOME 8th TO THE EDITION OF CAIRO WOODSHOW

Get ready for the 8th edition of the highly anticipated Cairo WoodShow, a specialized tradeshow dedicated to the Wood and Woodworking Machinery Industry in North Africa. This edition will be held from 7 - 10 December 2023, immerse yourself in a showcase of innovation and craftsmanship at the Cairo International Convention and Exhibition Centre.

With an impressive lineup of over 162 companies representing the entire Wood & Woodworking Machinery spectrum, this event promises to be a game-changer with 9,658 specialized visitors to explore the latest products and trends in the industry.

Cairo WoodShow holds the key to transforming the Wood and Woodworking Machinery market in the heart of bustling Cairo, a thriving marketplace and the capital of the North African commodities market. As a strategic logistic hub for the Trans-Mediterranean commodity market, it offers an attractive and dynamic platform for growth and innovation.

Building upon the success of its previous editions, Cairo WoodShow 2023 is set to surpass expectations and position itself as one of the leading shows in the sector internationally. Don't miss out on this unrivaled opportunity to connect, learn, and be inspired as we shape the future of the Wood and Woodworking Machinery industry in North Africa.



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WHY EXHIBIT?

Access to more than 10,000+ elite trade professionals from the North Africa region and beyond to promote and display your latest products and services.

Connect with key visitors from the wood industry having purchasing authority.

Establish new contacts and expand your business reach by meeting relevant business partners (suppliers, manufacturers, trade associations, and institutions).

Learn about the latest industry trends, technologies, and products at display by interacting with industry experts.



INDUSTRY OVERVIEW

More Than **162**
EXHIBITORS

3rd LARGEST

Egyptian Furniture Sector is
3rd Largest Industrial Sector in Egypt

35,000

Furniture Production Facilities and
Workshops in Damietta City

US\$ 2.77 Billion

Furniture Market Volume By 2027

85% Approx

Wood, Woodworking Machineries &
Tools imported by Egypt

SHOW HIGHLIGHTS

162

Regional &
International companies

9,658

Specialized professionals

More than USD 24M

worth of business deals conducted



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EXHIBITORS SATISFACTION

93% | *Meeting Existing Clients
or Partners*

89% | *Branding
Exposure*

88% | *Meeting New
Business Contacts*

85% | *Networking
Opportunities*

80% | *Establishing Business
in a New Market*



FEATURES



WOODSHOW EXHIBITION

Tradeshaw that brings together over 162 Wood and Woodworking Machinery Exhibitors from all around the world under one roof.



WOODSHOW CONFERENCE

Seminars will bring together industry experts and prominent personalities who will share their brilliant insights about the Wood and Woodworking Machinery industry's trending topics.



WOODSHOW INNOVATION

The shows will serve as a great platform for different brands to showcase their latest products and present their distinctive features.



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CAIRO WOODSHOW 2022

This year's edition of Cairo WoodShow served as a perfect platform for suppliers, manufacturers & machinery companies to showcase their products, innovative technologies, production scenarios, and large-scale machinery to key players in the Wood and Woodworking Machinery Industry in the North African region.



VISITORS

9,658



EXHIBITORS

162

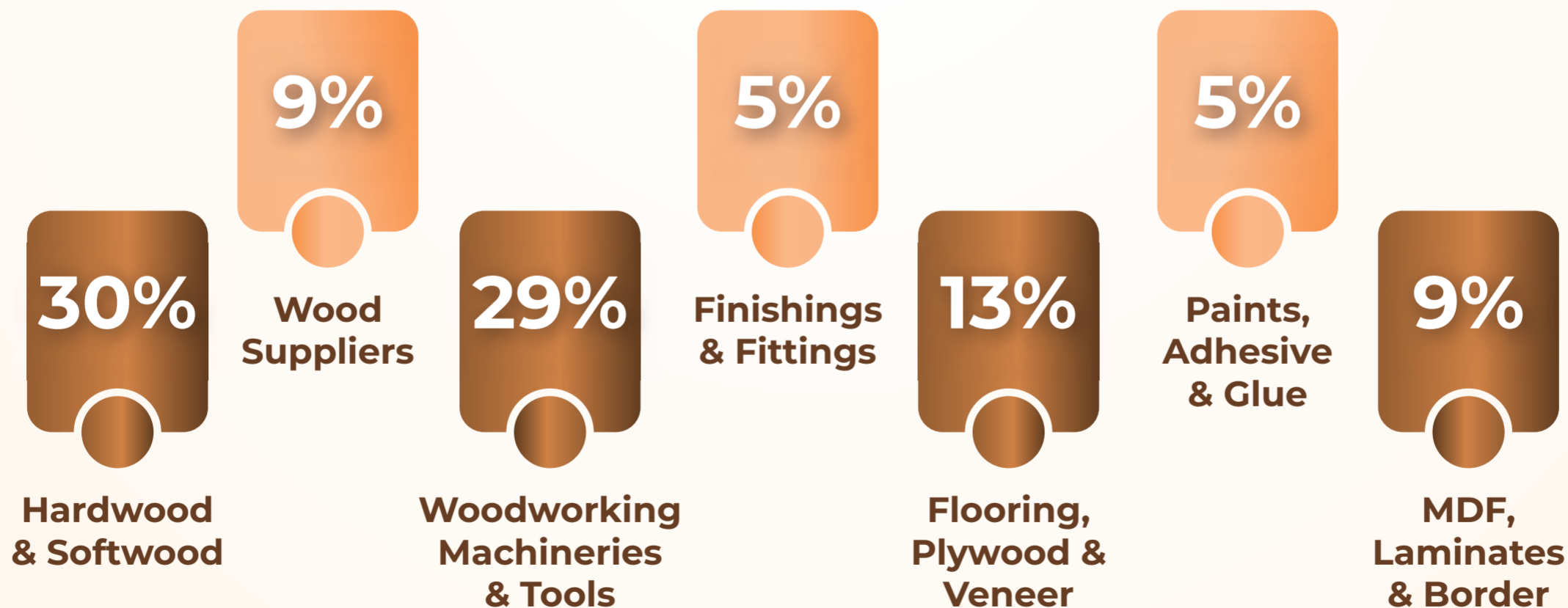


COUNTRIES

69

WHO WILL TAKE PART AS EXHIBITORS?

- * Hardwood & Softwood
- * Flooring, Plywood & Veneer
- * Paints, Adhesives & Glues
- * Door Locks and Bolts
- * Wood Suppliers
- * Windows and Accessories
- * Portable Machines, Tools & Equipment
- * MDF, Laminates & Boards
- * Finishings & Fittings
- * Fabrics & upholstery Materials
- * Doors and Gates Accessories
- * Semi-Furnished Products
- * Fittings and Structural
- * Surface Treatment & Finishing Products
- * Woodworking Machinery & Tools



VISITORS' PROFILE

The 8th Edition of the Cairo WoodShow is expected to attract a diverse group of visitors from around the world to see an even more impressive lineup of exhibitors, industry experts, and innovators. Cairo WoodShow's success attributed to its status as North Africa's premier venue for the Wood and Woodworking Machinery TradeShow, which draws top-tier industry professionals from all over the world. Here are the Visitor profiles for CWS 2022:



VISITORS BY NATURE OF BUSINESS

The companies were divided into numerous categories for the event based on the type of business they are connected to.

- * Building Materials Suppliers & Dealers
- * Distributors and Dealers
- * Furniture Manufacturers
- * Furniture Factories
- * Machinery Manufacturers & Suppliers
- * Architects & Interior Designers
- * Contractors & Developers
- * Construction Companies
- * Associations & Institutions
- * Consultants



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TOP VISITING COUNTRIES



EGYPT



KSA



OMAN



KUWAIT



BAHRAIN



SUDAN



MOROCCO



JORDAN



ALGERIA



TUNISIA



360 APPROACH MARKETING

POWER BRANDING

- Onsite promotional branding
- 4-Day Exhibition
- Personal Invitations to VIPs and Government Officials.
- Personalized Digital Invitations and E-Signature for each Exhibitors to be distributed in their network

BUYER NETWORKING RECEPTION

- Enjoy extended networking with the top buyers from the Middle East.
- Prestigious Networking Reception to be organized for all exhibitors.

HOSTED NETWORKING

- One-to-One Interviews
- Dedicated networking events

OPTIMUM DIGITAL ADVERTISING

- Over 300,000 personalized e-shots
- Online presence on over 80 local and International Web Portals
- Social Media posts on Facebook, Instagram, Twitter & LinkedIn
- Google Ads

A COMPREHENSIVE INTERNATIONAL & REGIONAL PR CAMPAIGN



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SPONSORSHIP OPPORTUNITIES

Sponsoring Cairo WoodShow 2023 will provide you with the utmost opportunity to increase your company's business scope and ensure increased visibility before, during, and after the show.

Cairo WoodShow offers flexible, tailored packages that suit your needs while making sure you achieve your specific goals and the exposure you are looking for. Contact the organizing team for information and a tailor-made proposal matching your requirements.

ADVERTISING ON PROMOTIONAL ITEMS

LANYARDS

Sold as a collective package and a very effective form of sponsorship, this is a premium option to gain additional, long-term exposure in the marketplace. Every visitor, exhibitor, and media representative will be given a lanyard upon registration at the exhibition and conference/seminar.

BADGES

Promote your brand, drive traffic to your booth and create a lasting impression on the one item you know everyone will be wearing at the exhibition.

VISITOR WELCOME BAG

This represents a high-profile sponsorship opportunity. It will be highly visible and practical, with a life span beyond the event itself. Bags will be handed out to all visitors at the registration desks located at all hall entrances.

DIGITAL SPONSOR

Promote your brand via online platforms like Facebook and LinkedIn. Reach over 100,000 industry professionals through a comprehensive emailmarketing campaign.

REGISTRATION SPONSOR

Company branding on the CWS visitor registration desks at all hall entrances. Logo on the computers at CWS registration desks, these computers will be seen by all visitors when registering. Logo on the CWS pre-registration confirmation and follow up e-mails. Logo on the CWS registration forms to be filled in by all onsite visitors. Your logo together with the CWS logo on pens handed out at all registration counters and available to all visitors when filling in the registration forms.



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TESTIMONIALS



**Simarpreet Singh, Director Marketing & Business Development
WOODMAC**

This is our first time participating in Cairo WoodShow , it's a small but very effective show. We are also going to participate in Dubai WoodShow after seeing the good success over here. It is a very well managed show, the organizer has done a pretty good job. Thumbs up from our side as we've got good exposure and good clients.



**Thibaud Le Moign, Export Manager
FRENCH TIMBER**

We're here taking part in Cairo WoodShow for the second time, we're very happy with our participation, we train to help companies to export their wood products in Egypt, and we're offering Hardwood and Softwood products. We're very happy with our participation, we've seen a lot of interesting contacts today and yesterday was also a very good day. We're looking forward to coming back each year and getting new contacts in Egypt.



**Lukas Halm, Chairman of The Board of Directors & Teemu Korhonen, CEO - Partner
VALASAHA**

Thank you very much for being here at the Cairo WoodShow , we're very happy as a company, Valasaha to take part. It's been quite interesting, we've met a lot of interesting partners for projects, distribution, and importers, and we're happy to be here. We see North Africa and especially Egypt as a great potential market, it has been always a traditional market and we're happy to be here and we look forward to seeing opportunities and growing our business here locally.



EXPORT SUPPORT CENTER OF THE FUND "MY BUSINESS"

In this Cairo WoodShow , we found a lot of very interesting companies and we got great knowledge and negotiation. I hope and I know we will come back next year.



**Akash Patel, Managing Director
JALARAM INDUSTRIES**

We are participating in Cairo WoodShow , it's a great experience here and we got lots of buyers from the African country. It was a nice experience!

MEDIA PARTNERS



SUPPORTING PARTNERS



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THANK YOU

In Conjunction with



Chinese Partner



Turkey Partner



Organizer

STRATEGIC
EXHIBITIONS & CONFERENCES

Co-Organizer



Dubai Office

1006 Opal Tower, Business Bay,
Dubai, UAE

Egypt Office

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Sheraton, Cairo, Egypt

www.woodshowglobal.com/cairo

